

# Kellogg's

1958

SPRING  
CATALOG

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New 1958  
All-America  
MUM Winner

## RUBY KING

**Plant Pat. Applied for.** A proud new winner of the All-America Mum Selections award. This beautiful bright red, cushion-type Chrysanthemum, with its glossy dark green foliage and shapely plant habit, is the first red Chrysanthemum to win this high award. Plant it this very first year in your garden and you will join the All-America judges in pronouncing it superb!

Ruby King is quite distinct in its growing and flowering habits. During the summer months the plant is outstanding in the garden as it continues to break forth with new shoots and buds, making a mound effect. Then during late September it bursts forth with handsome bright red flowers and continues to bloom until severe cold weather sets in. The plant grows to approximately 15 inches in height, with a spread of 15 to 18 inches, making it ideal for beds and borders and for edging walks.

**\$1.50 each; three or more, \$1.25 each, postpaid**

**R. M. KELLOGG COMPANY • THREE RIVERS, MICHIGAN**

*Azaleamum City*

# The Big 4 All-America MUM

For the first time, 1958 brings us All-America Mum Selections. Such big improvements are currently being made by hybridizers in the way of color, vigor, hardiness and healthiness that All-America Mum trials were set up to test and screen the most promising of these new creations. These tests are made in fifteen locations representing different soil and climatic conditions. The four beauties shown on these two pages are those chosen by the judges as the finest among those tested during the past three years. No wonder we're proud of them! Every one will come to you wearing a red, white and blue tag with a crown emblem as proof of its All-America rating.



BURNING BRONZE

## SHOWPIECE

Plant Pat. Applied for. This lovely Chrysanthemum is just what the name implies—a terrific showpiece loaded with massive, 4-inch flowers without disbudding. Sometimes the individual flowers are even a little larger. They are very full and shapely, with long, graceful petals faintly incurved at the center of the bloom. The color is a lovely sparkling royal rose with an entrancing silvery mist on the petal reverses and centers. The plant produces beautiful flower sprays on a strong, 2½-foot stem clothed with lush foliage. An ideal cut-flower Mum as well as for your garden, lasting an amazingly long time both on the bush and when cut and brought indoors. Makes a lavish floral display from late September until hard frost. A Showpiece for every garden, easy for everyone to have—even a novice—because it is so healthy and dependable. No excuse now for a sad and sorry autumn garden!

\$1.50 each; three or more, \$1.25 each, postpaid

## BURNING BRONZE

Plant Pat. Applied for. Here is the very emblem of autumn—a tangy, beautiful Burning Bronze Chrysanthemum. The flowers are new and certainly exciting to look at with their mahogany-bronze color over a lively scarlet base, making a tingling medley of tangerine, bronze and orange. Burning Bronze, besides being a striking garden Mum, is excellent for cutting. The blooms are 2½ inches across, on a vigorous, 2½-foot bush. The marvelous cutting sprays are so warm in tone and so freely produced that one long remembers them as handsome pennants. They are an especial joy to flower arrangers who cherish copper, bronze and pewter containers.

There have been bronze-colored Mums before, but this is one you *must* have, for it definitely leads the field. You will no doubt want it as an edging, as part of your perennial borders, to dress up your rock garden in the fall. It will give great quantities of bloom for weeks. And for those who have new homes where permanent plants have not yet had a chance to become established, cushion Mums are a real help. Set them underneath that picture window, along that low fence or wall, and see how they cheer up your bare ground!

\$1.50 each; three or more, \$1.25 each, postpaid

## SHOWPIECE



# Selections Winners for 1958

## RUBY KING

Plant Pat. Applied for. "The best red cushion I have seen," remarked one of the All-America judges about Ruby King. And that is high praise, for All-America judges see plenty of red cushions! This is the Mum that emphasizes the value of the typical cushion Mum—solid and dependable performance under varying soil and weather conditions, compact growth, health, vigor and floriferousness. And when a plant like this is covered with blooms of smashing flame-red color, it is hard to beat.

This beautiful and distinctive variety has 1½ to 2-inch flowers of informal pompon type. The rich deep red color is highlighted with flame-red, with gold on the reverse side of the petals. Blooms are of firm substance, which adds to their lasting quality. The plant grows 12 to 15 inches tall, with equal or wider spread, and keeps busily blooming from late September or early October for a full month and usually until freezing weather. Buds tolerate frost well. It makes an attractive mound effect, with glossy green foliage and myriads of shining red flowers. Perfect for every use—as an edging plant, as a means of prolonging the beauty of a perennial border, as a late-summer specimen plant at doorstep, porch or gatepost. Make way for Ruby King!

**\$1.50 each; three or more, \$1.25 each, postpaid**

## EMPEROR



RUBY KING

## COLLECTION 5

### All-America Mum Selections Collection

1 each of the four new All-America winners on these two pages for **\$5.00**  
POSTPAID

## EMPEROR

Plant Pat. Applied for. And here is the fourth of these brand-new All-America Mums. Like the others, it won excited and admiring comment in the test gardens. The large buds open to a delightful bright bronze with orange tints, becoming the richest of yellows, and when fully open the flowers display a fine clear lemon-yellow tone that rivals the fall sunshine. Emperor is a vigorous yet compact grower of medium height, with a generous spread. Foliage is lively green, to set off the flowers to advantage. The plant starts blooming in September and will continue until severe killing frost. The flat flowers provide light, airy sprays for arrangements, and a single plant will give as many as six or seven bouquets for the house.

**\$1.50 each;  
three or more, \$1.25 each, postpaid**



KELLOGG'S AZALEAMUM TEST GARDEN

### OUR TEST GARDEN

In our Azaleamum Test Garden, shown above, we grow several new varieties each year. From them we select the finest representatives, which will eventually be offered for sale through our catalog. Only after being observed over a two-year period by our plant specialists is a new Azaleamum chosen as a potential novelty to be offered to our customers. Our reputation as growers of the highest grade hardy garden Mums has been earned gradually through the years, and we believe the only way we can keep it is through meticulous testing of every new variety.

We invite you to visit our nursery in Three Rivers during the month of October when our fields are a blaze of beauty, with thousands and thousands of these Azaleamums in bloom. You will gain a new conception of the possibilities of these wonderful plants.

### SNOW FAIRY



CARNATION QUEEN

### CARNATION QUEEN

A gorgeous plant covered with flowers in shades of rose-pink, deeper at the edges and lighter at the base of the petals. The beautiful golden yellow center blends harmoniously with the outer petals, which are deeply cut. Carnation Queen grows about 18 inches tall, with a 15 to 18-inch spread.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid

### SNOW FAIRY

Our choice of all the white Azaleamums we have hybridized. It produces an abundance of carnation-type, very full-petaled flowers with a very small golden eye. Snow Fairy is excellent for cutting and blends well with the other carnation-type Azaleamums. Grows 18 to 20 inches tall and the same in width. Vigorous and free flowering.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid

### COLLECTION 6

1 each of the five Azaleamums on these two pages  
(including Frivolous Maid, a 1958 introduction)  
plus Cherri Wink, another 1958 novelty

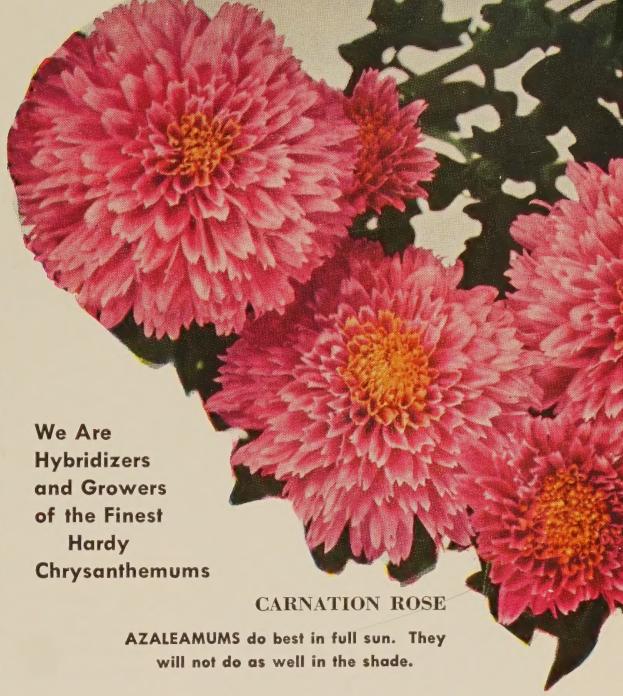
6 Plants in all for only **\$4.95**

### IMPORTANT

The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. Kellogg Company or its duly authorized licensees.



FRIVOLOUS MAID



We Are  
Hybridizers  
and Growers  
of the Finest  
Hardy  
Chrysanthemums

CARNATION ROSE

AZALEAMUMS do best in full sun. They  
will not do as well in the shade.

## *Fascinating New Carnation-Type AZALEAMUMS*

*for real beauty in every garden!*



POT-OF-GOLD

### CARNATION ROSE

Plant Pat. 660. Carnation Rose definitely is in the novelty class, with its carnation-type blooms. The flowers are a little smaller and very double and compact, resembling the petals of a carnation. The color is deep pink with lighter shades on the outer petals. Grows approximately 18 inches tall. Makes a beautiful background for lower-growing Azaleamums.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid

### POT-OF-GOLD

The rich golden yellow flowers of Pot-of-Gold make a show wherever grown. This is truly one of the most outstanding of all the Azaleamums we have introduced. The strong, 18-inch plant will produce plentiful bloom the first year and double that amount the second year. The flowers are packed with short petals, making the plant look like a ball of gold when in full bloom.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid

### COLLECTION 7

2 each of the five varieties on these two  
pages, 10 plants in all

Regular \$10.50 **\$7.95** post-  
value for postpaid

**IMPORTANT.** All propagation rights are reserved on the plants listed on these pages, and they must not be propagated by anyone unless licensed to do so by the R. M. Kellogg Company.



WINSOME WITCH



JACK-O-LANTERN



HALLOWEEN MOON

### WINSOME WITCH

Very showy royal pink color, which blends well with other Azaleamums. About 18 inches tall. Excellent for bouquets. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

### COLLECTION 8

1 each of the seven on these two pages plus Snow Fairy.

8 plants in all \$6.49 post-  
paid

### JACK-O-LANTERN

Dark rich autumn tones which are especially attractive when mixed with other Azaleamums. This plant grows about 18 inches tall and is very free flowering. Fine for cut flowers. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

### COLLECTION 9

1 each of the seven Azaleamums on these two pages plus those on pages 4 and 5 (which includes two new 1958 introductions).

12 plants in all \$9.95 post-  
paid

### HALLOWEEN MOON

Another top-notch cut-flower variety. The 18-inch plant produces an abundance of handsome, compact flowers of a rich pink tone. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

### COLLECTION 10

1 each of all the Azaleamums offered in this catalog . . . 25 plants in all

A \$20.00 value \$16.95  
for only postpaid

FOR AN *Eyeful of Color* BE SURE TO

### MAIDEN'S DREAM



### MAIDEN'S DREAM

This wonderful Azaleamum produces a profusion of flowers of a very rich peach color, with yellowish tones at the center. So fresh and clean looking, they are ideal for bouquets, combining particularly well with the bronze and gold varieties. Maiden's Dream grows 18 to 24 inches in height and 18 to 24 inches wide. You should have several of these plants in order to enjoy this lovely color in your garden and also for bouquets indoors. Sturdy and healthy, like all of the family, they will give you many seasons of enjoyment.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid

### SUMMER GOLD

Plant Pat. 598. A very gay, brilliant gold Azaleamum giving hundreds of these exciting golden flowers the first season. This plant grows 12 to 15 inches tall and 20 inches broad, making it one of the finest for borders, beds and edgings. It shows off well if you can plant it against a darker background—for instance, an evergreen hedge or dark wall. There its gold color will really glisten. For any home planting in danger of suffering from early autumn doldrums, this is a sure "pick-me-up." Look ahead, plan ahead, and fill those dull spots with plants like Summer Gold.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid

AZALEAMUMS  
DO BEST IN FULL SUN



QUEEN ELIZABETH

### QUEEN ELIZABETH

The picture doesn't do justice to this exotic flower. This anemone-type Azaleamum produces plentiful flowers of rich pink, shading to lavender in cool weather, with a distinct golden anemone center. 18 inches tall. Excellent for cut flowers. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.



CHERRI WINK

### CHERRI WINK *New 1958 Introduction*

Cherri Wink is one of the most attractive of all Azaleamums we have hybridized. The colorful plant provides an abundance of outstanding, bright red flowers, some of which have a light yellow touch in the very center giving a marvelous contrasting color. You will marvel at the tremendous show this plant will make during the autumn months. Cherri Wink grows to approximately 30 inches high and 30 inches across—big enough for even one plant to make a showing. \$1.25 each; 3 for \$3.45; 6 for \$6.30; 12 for \$11.40, postpaid

## PLANT *Azaleamums* THIS SPRING

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### SUMMER GOLD



# A BUSHEL OF BEAUTY

600 BLOOMS  
OR MORE  
PER PLANT



PRINCESS

## PRINCESS

Plant Pat. 711. Words can hardly describe the beauty of this plant when it is in full bloom, for it's just a mound of mauve-pink flowers shading to rust. Grows to 12 inches high.

\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid

## PINK DREAM

Plant Pat. 865. A lovely low-growing Azaleamum with soft silvery pink flowers. It charms everyone who sees it. Flowers have a soft velvety texture and the center is touched with a little yellow. Grows about 12 inches high. Ideal for walks and borders.

\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid



PINK DREAM



NUGGET

## NUGGET

Plant Pat. 802. One of the finest of all yellow Azaleamums. The color is a clear lemon-yellow, not affected by hot weather. The blooms come early and last until severe winter weather. A very free producer, 12 inches high.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid

## BLAZING RED

Plant Pat. 1177. A very showy, low-growing Azaleamum producing hundreds of flowers per plant. When the blooms first appear they are a beautiful bronze color, changing to a blazing red as the nights become cooler later in the season. This good bright red holds until frost. The plant reaches a height of 12 inches. Try setting it in a spot where it may suddenly be discovered by accident, and see what a furore it creates.

\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid

## RED FIESTA

First introduced in 1956, this variety has become one of the leading red Azaleamums. This plant was picked from a group of 6000 seedlings and is truly one of the most outstanding red Azaleamums ever introduced. It is of perfect shape, with glossy dark green foliage and handsome dark red flowers. It impresses us as a perfect flower for the Fall season, with its striking foliage and colorful blooms. Red Fiesta is easy to grow; it will produce hundreds of flowers the first season and twice that many the second year. It should be in every garden where Azaleamums are admired, for it adds a spice of novelty. It grows 15 to 18 inches tall and about the same in width.

\$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid



RED FIESTA

# Beauties Like This Can Be Yours!

### COLLECTION 11

1 each of the five beauties on these two pages, plus Snow Fairy.

6 PLANTS in all for only

**\$4.49**, postpaid

### COLLECTION 12

1 each of the five Azaleamums on these two pages, plus 1 each of Lemonette, Golden Touch and Touslehead (pictured on page 11)

8 PLANTS in all for only

**\$6.49**, postpaid

### COLLECTION 13

Popular Red Azaleamum Collection  
1 each of the 1958 introductions Frivolous Maid and Cherri Wink, the 1956 introduction Red Fiesta, plus Blazing Red.

4 PLANTS in all for only

**\$3.49**, postpaid

## Azaleamums

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### BLAZING RED

Plant Patent  
1177



# Special Bargain of Azaleamums®



SUMMER SUNSET

## SUMMER SUNSET

Plant Pat. 561. A very popular Azaleamum producing masses of flowers of rich apricot to light orange, taking on shades of buff which gradually change to deep rose or coral with traces of mauve. The healthy plant grows 15 inches tall and 15 to 18 inches broad. Greatly sought after for cutting.



TAM-O-SHANTER

## SWEETHEART

Sweetheart blooms early and profusely, giving a super-abundance of beautiful bright warm shining pink flowers the very first season. One of the prettiest and finest of all pink Azaleamums. Grows to about 15 inches tall. A real sweetheart that will prove useful in practically any location. Who could resist its charms?



SWEETHEART

## TAM-O-SHANTER

One of the earliest Azaleamums to bloom, and very unique in color. The first flowers in autumn weather give a two-tone bronze effect and later when the nights are cooler the color changes to orange. Flowers are not so double as some varieties but show a neat button center. Grows about 15 to 18 inches tall.



QUEEN ANNE

## QUEEN ANNE

A very charming anemone-type white Azaleamum with loosely arranged, frilly petals and big, bright yellow center. Planted among other varieties, it emphasizes color contrasts very sharply. Maybe it will remind you of a wide-eyed little girl in starched, Sunday-School petticoats! It reaches a height of approximately 18 inches.



QUEEN ANNE

## WILL-O-THE-WISP

One of the most appealing of all Azaleamums, with its delicate two-tone effect. The color is a soft lavender, shading to pink and white, with rich yellow center. Flowers are of medium size, with rounded petal tips. Grows to about 12 inches. Very attractive anywhere planted, and is especially nice for cutting.



WILL-O-THE-WISP

## WITCHES GOLD

Masses and masses of showy, rich golden yellow flowers, somewhat shaggy in form, with broad petals. In the clear bright sunlight they shine like a gold-piece. The plant grows about 18 inches tall and 30 inches wide, making a mound of color. Very cheerful indeed in the autumn garden, especially on dark days.



WITCHES GOLD

## RED WITCH

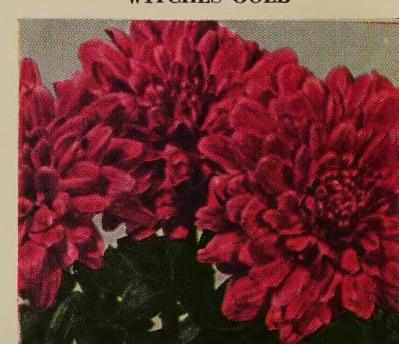
Deep glowing burgundy-red, a favorite color, with a touch of gold at the center of the flower. Blooms are very plentiful and actually overlap on the plant. A bushy grower about 18 inches in height. Excellent for bouquets, where it gives a dramatic flair to an arrangement needing a rich dark color.



RED WITCH

## HONEY CHILE

Plant Pat. 871. This plant provides quantities of 1½-inch, very rich magnolia-purple flowers, giving the effect of dark pink and holding their color well through any kind of weather. A low and compact grower, about 12 inches high; early blooming. This warm, rich color will be popular in any garden.



HONEY CHILE

Any of the above Azaleamums,  
75c each; 3 for \$2.15; 6 for \$3.95;  
12 for \$7.49, postpaid.

# Extra Large GARDEN OR FOOTBALL MUMS

**LEMONETTE.** A huge and beautiful Mum, altogether desirable. In color it is a lovely lemon-yellow. The flowers are of florist type and they reach 5 inches in diameter or even more. Disbudding makes them even bigger. It blooms from late August to frost, with up to a dozen flowers on a plant.

**GOLDEN TOUCH.** A perfect companion for Lemonette, with large full blooms of rich deep golden yellow shading to bronze. Wonderful ornamental form, like a greenhouse Mum, and 5 inches in diameter. Blooms from late August until frost.

**TOUSLEHEAD.** Plant Pat. 1020. Another enormous Mum of the greenhouse type. Blooms are 4 to 5 inches across, or larger if disbudded. The pure light pink or orchid color is truly luscious; it varies somewhat with the soil and season. Especially attractive for cut-flower use.

Any of the above, \$1.00 each; 3 for \$2.85; 6 for \$5.40;  
12 for \$9.95, postpaid



LEMONETTE

*Azaleamums*  
do the best in full  
sun. They will not  
grow as well in  
the shade.

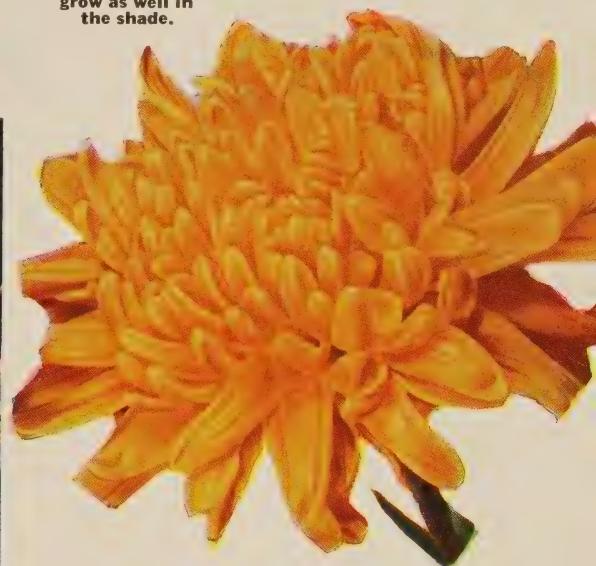
## COLLECTION 14

2 each of these 3 large- \$4.95 Post-  
flowering Mums for . . . paid

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TOUSLEHEAD



GOLDEN TOUCH

## Special Bargain

### COLLECTION 15

1 each of all the Azalea-  
mums pictured on page 10.

8 PLANTS in all for only

**\$4.95** POST-  
PAID

### KELLOGG'S AZALEAMUM FOOD K-A-F

Feed Azaleamums regularly with exactly the kind of nourishment they need. This specially prepared, highly concentrated formula is easily and completely soluble in water. One tablespoonful of K-A-F dissolved in a gallon of water is enough to feed six Azaleamum plants for a week; 12 ounces will nourish six plants all season. May also be used on other plants. 12-oz. unit \$1.25; 24-oz. unit \$2.00; 36-oz. unit \$2.75.

### KELLOGG'S AZALEAMUM SPRAY K-A-S

Azaleamums are healthy, but they are subject to attacks by insects and fungus, like other plants. Be safe and spray regularly with K-A-S, a special formula developed by our experts. Compounded of Lindane, Rotenone and Ferbam, it assures your plants of maximum health. Just 4 ounces protects six Azaleamums all season. May also be used on other plants and shrubs. 4-oz. unit \$1.25; 8-oz. unit \$2.00; 12-oz. unit \$2.75.

**COMBINATION OFFER:** One 12-oz. unit K-A-F **\$2.00** post-  
paid and one 4-oz. unit K-A-S. A \$2.50 value for only

# Kellogg's Giant Pacific Hybrid DELPHINIUMS

## THE KING OF ALL PERENNIALS

The glorious Delphinium dominates the summer garden. Because of its height (to about 4 feet), it needs to be planted as a background for the perennial border. Plants should be set at least  $1\frac{1}{2}$  to 2 feet apart to allow good air circulation; give them water during extra-dry spells.

The Pacific Hybrid Strain produces perfect spikes of tightly set florets, ideal for cutting, which are non-shattering and mildew-resistant. Colors range from white to blue, pink and lavender; some have white bees and others black. Plants set out in spring will have some flowers by September and will bloom heavily the next June. Our plants are grown from some of the finest hybrid seed obtainable.

### GUINEVERE SERIES

### GALAHAD SERIES

For  
Finest  
Quality  
Plants  
Order  
By  
Mail



KING ARTHUR SERIES  
Florets much larger than illustrated

## PACIFIC HYBRIDS

ASTOLAT SERIES. Tints of blush-pink, rose and lilac with fawn and black bees.

BLACK KNIGHT SERIES. Deep midnight-violet, the darkest of all.

BLUE BIRD SERIES. Clear medium blue with white bee. Extra-tall spikes.

BLUE JAY SERIES. Medium to dark blue with black bee. Very beautiful.

CAMELIARD SERIES. Pure lavender self with white bee. Combines well with other colors.

GALAHAD SERIES. Giant white flowers with white bee. Very tall spike.

GUINEVERE SERIES. Light pink-lavender with white bee. Very large individual flowers.

KING ARTHUR SERIES. Brilliant royal purple of velvety texture, with large white bee.

SUMMER SKIES SERIES. Clear light blue with white bee.

ROUND TABLE SERIES. Excellent Pacific Hybrid mixture.

3 of one variety for \$1.35; 6 for \$2.39; 12 for \$4.39, postpaid

## BELLAMOSUM

Rich dark blue spikes of bloom are produced in June, 3 to 4 feet tall.

## BELLADONNA

Beautiful sky-blue, with white center. Slender, loose, much-branched spikes. 3 feet tall. Blooms freely in June.

## WREXHAM (Hollyhock Delphinium)

Very long, tapering, spire-like spikes. Rich and varied tints. Blooms over a long period.

3 of one variety for \$1.00; 6 for \$1.79; 12 for \$3.24; 25 for \$5.95; 50 for \$9.95; 100 for \$18.95, postpaid.

## COLLECTION 17

1 each of the 9 Pacific Hybrid Delphiniums listed above, plus 1 Wrexham Delphinium. 10 PLANTS in all for only

**\$3.95 post-  
paid**

## COLLECTION 18

1 each of the 9 Pacific Hybrid Delphiniums, 1 Wrexham, 5 Bellamsum and 5 Belladonna. 20 PLANTS in all for only

**\$5.49 post-  
paid**

# Finest - Most Desired HARDY CARNATION

LARGE GREENHOUSE TYPE

## *Maiden's Blush* (PLANT PAT. 882)

This is the famous hardy Carnation with camellia-type blooms. Very similar to the greenhouse-grown varieties in size, but much more sturdy and will winter over in almost any climate. The blossoms are huge, beautifully shaded pink with a fascinating blushing effect. This plant produces from 30 to 40 blooms at one time and will give you hundreds if picked over the season. It is a bushy grower, with plenty of side branches. Flower stems are short enough to stand up well under garden conditions. They make good cut-flower sprays. Fragrant, mild and sweet. Healthy, vigorous, hardy. Maiden's Blush has the best qualities of both outdoor and greenhouse Carnations.

\$1.50 each; 3 for \$3.95; 6 for \$7.39; 12 for \$13.95, postpaid

## COLLECTION 19

1 each of the 4 Shasta Daisies offered below,  
PLUS—1 Maiden's Blush Carnation.

a \$4.88 value **\$3.95** post-  
for only paid



HARDY CARNATION, MAIDEN'S BLUSH

## FOUR OF THE FINEST SHASTA DAISIES

### ALASKA

Very beautiful, large white flowers. Fine for massing in the garden and also for cutting. Grows 2 feet tall and blooms from July to late fall. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

### HORACE READ

(Plant Pat. 465)

Truly double, big, frosty white flowers lasting almost six weeks. Ball-shaped blooms on stout, 18 to 24-inch stems. Easy to grow in any soil. Healthy and free flowering. A gem for cutting. \$1.00 each; 3 for \$2.75, postpaid.

### HORACE READ



### ESTHER READ

Very double, pure white flower, flat topped and symmetrical. Petals in close layers, with crested center. Blooms very freely from June to September. About 1 1/2 feet tall. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

### MOONLIGHT

A lovely new variety. Pure white outer petals frame a center tightly packed with petals tipped by a fleck of gold. Strong stems for cutting. Blooms profusely. Easy to grow. \$1.00 each; 3 for \$2.75, postpaid.

### MOONLIGHT



# Highest Quality for the Landscaper



STARLIGHT



EVA FOERSTER

©

\***STARLIGHT.** Rich violet color with a distinct white star in the center. Clean, healthy foliage. The flowers are long lasting, and it blooms over a long period.

\***LEO SCHLAGETER.** Brilliant scarlet blooms that seem to glow with fire. Of splendid habit, growing 3 feet tall and blooming early. Fine rich heads of bloom.

\***DAILY SKETCH.** Extra-large trusses and large individual florets. Light salmon-pink with crimson-rose eye. A rugged plant about 3 feet tall.

\***BORDER GEM.** Large trusses of brilliant deep purple. A very compact grower with large individual florets that are long lasting. Rather tall.

**AETNA.** Tall grower producing large flower heads of deep scarlet. Individual flowers are large and are carried in good-sized trusses. A rugged grower and free bloomer.

**CHIEFTAIN.** Large, deep crimson flowers carried in big trusses. Strong growing and early blooming.

**CAROLINE VANDENBERG.** True lavender-blue without any magenta shades. A rugged grower of medium height and a free bloomer. Rich green foliage.

**LILLIAN.** Large florets of very pale salmon, pure and lovely. Clean foliage and a prolific bloomer. Medium height. Very vigorous plant.

**MARY LOUISE.** Pure white heads of unusually large size. The individual flowers are twice the size of other Phlox. Clean foliage and a prolific bloomer. Medium height. A very popular Phlox with most gardeners.

\*Illustrated

60¢ each; 3 of one variety for \$1.65; 6 for \$2.95,  
postpaid

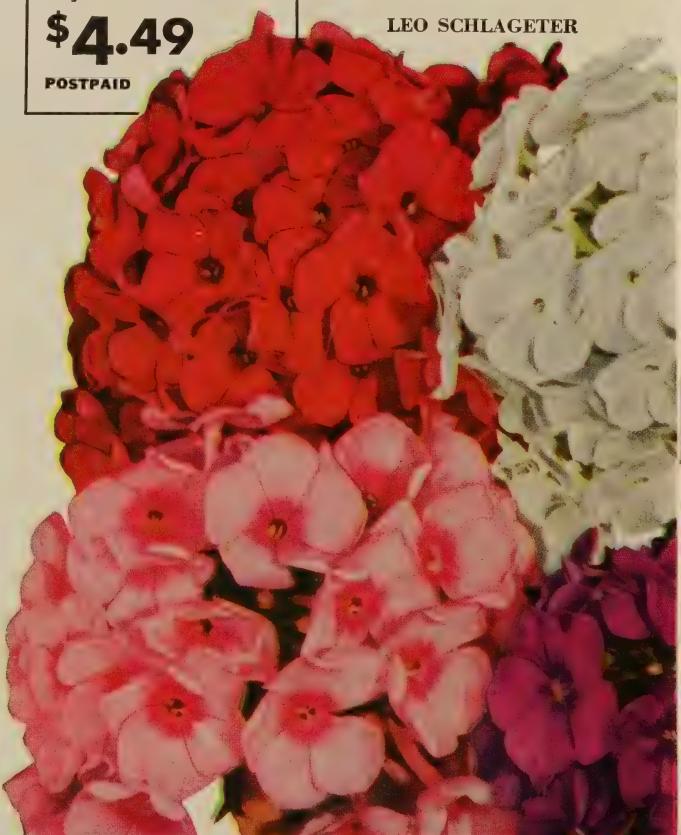
**COLLECTION 22**  
1 each of the 10 Phlox illustrated on these two pages for only

**\$4.49**  
POSTPAID

**EVA FOERSTER**

Brilliant salmon-pink with white eye—a nice fresh color. A compact-growing plant.

**LEO SCHLAGETER**



**DAILY SKETCH**

## COLLECTION 20

1 each of the 10 Phlox listed above for only

**\$4.49**  
POSTPAID

## COLLECTION 21

1 each of the 5 Phlox illustrated on this page for only

**\$2.39**  
POSTPAID

# HARDY PHLOX

## and Home Gardener



**FLASH**

**FLASH**  
One of the very best reds. Well-shaped flower heads composed of large florets. A good grower with clean foliage and a prolific bloomer. Very vigorous. An asset for any garden in midsummer.

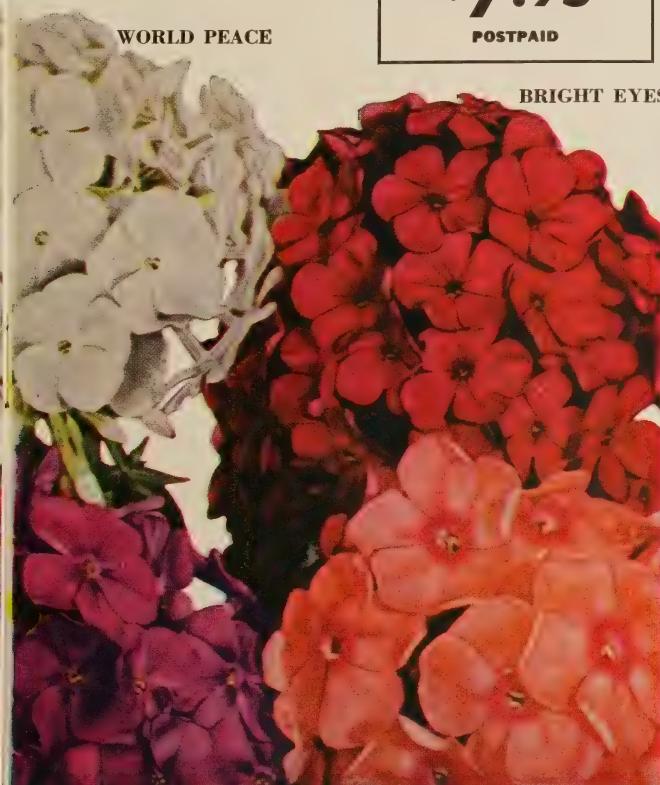
### COLLECTION 23

1 each of the 20 Phlox listed  
on these two pages for only

**\$7.95**

POSTPAID

**BRIGHT EYES**



**SALMON GLOW**



**POLKA DOT**

**\*POLKA DOT.** White with red eye—a compelling color combination. Well-shaped heads of large florets; good strong stems. Vigorous grower.

**\*WORLD PEACE.** Pure white flower heads of unusually large size. Unquestionably one of the best white Phlox. A good grower with clean foliage. Very free flowering.

**\*BRIGHT EYES.** Florets are extraordinarily large, possibly the largest of any Phlox. The color is bright red with a dark eye. Conspicuous for its size and brilliant color. Makes a fine show in the garden.

**\*SALMON GLOW.** Lively flame-pink with salmon shades, softened with lilac and white tints at the center, giving the effect of rich salmon color.

**BLUETTE.** Rich, light purple florets are large and grow in fine big clusters. Clean, healthy foliage. Blooms over a long season and flowers are long lasting.

**PINKETTE.** The large florets are soft, delicate pink, very pure and lovely. Flower heads are large. A good grower.

**PURPLE HEART.** The color is a brilliant shade of deep blue-purple, intensified by a darker center and given sparkle by the dainty cream-colored anthers. Individual flowers are large and are carried in good-sized trusses.

**SAN ANTONIO.** Immense heads of deep, non-fading blood-red. Large flower heads on a strong plant. Unusually prolific in bloom. Grows 2 1/2 to 3 feet tall.

**SIR JOHN FALSTAFF.** A giant among Phlox. Color is a rich luminous salmon-pink. A really massive flower truss on a robust plant 24 to 36 inches tall.

*\*Illustrated*

60c each; 3 of one variety for \$1.65; 6 for \$2.95,  
postpaid

### COLLECTION 24

1 each of the 5 Phlox Illus-  
trated on this page for only

**\$2.39**  
POSTPAID

### COLLECTION 25

1 each of the 10 Phlox  
listed above for only

**\$4.49**  
POSTPAID

# Choice HARDY PERENNIALS



HARDY CARNATIONS



SCABIOSA, BLUE BONNET



ASTILBE, PEACH BLOSSOM

## HARDY CARNATIONS

Their delightful spicy fragrance more than anything else has endeared Carnations to garden lovers for generations. These hardy garden varieties come in many pleasing colors. They are indispensable for cutting. Red, pink, white, yellow and maroon or deep red. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

## ASTERS

These modern beauties bring rich color into the garden until late in the autumn. They are very hardy and healthy and can be relied on for a pleasing display no matter what the weather, so long as they get plenty of moisture. The bushy, free-flowering plants are good for filling in the empty spots left by early-blooming perennials such as poppies and iris. The blooms are perfect for cutting for the house.

**ARCHBISHOP.** Light blue flowers. A free bloomer, growing 2 feet tall.

**BEECHWOOD CHALLENGER.** Brilliant crimson-red flowers, freely produced. Upright and bushy. 3½ feet high.

**PROSPERITY.** A beautiful delicate pink. Produces a profusion of bloom and grows about 2 feet tall.

**THE SEXTON.** Flowers dark blue. Grows to about 2 feet in height.

69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid

**ARCHBISHOP**

**PROSPERITY**

**THE SEXTON**



## SCABIOSA

**BLUE BONNET.** Flowers are a lovely soft blue tone, on stems 18 to 24 inches tall. Blooms from June to September if planted in ordinary soil, in sun or part shade. Showy and free flowering; very desirable for cutting. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

## ASTILBE

**GLADSTONE.** The best white variety. Large, full, graceful spikes. Grows 18 inches tall and blooms in June and July.

**PEACH BLOSSOM.** A delightful shade of peach-blossom-pink. Panicles are 8 to 10 inches long. Blooms in June and July. 18 to 24 inches tall.

**QUEEN ALEXANDRA.** Somewhat darker in color than Peach Blossom. Very hardy. Grows 24 to 30 inches tall. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid

## COLLECTION 26

1 each of the 4 Hardy Asters listed on this page, plus five  
No. 2 Gladiolus bulbs. A \$2.55 value for only

**\$1.95 postpaid**

## PHLOX SUBULATA

In wall and rock gardens Moss Phlox makes a wonderful splash of color in April and May. It blooms when the spring bulbs are putting on their show. The foliage forms a solid mat of growth about 6 inches high, which stays green all year. Pink, White, Blue. 3 for \$1.29; 6 for \$2.39; 12 for \$3.95, postpaid.

**PHLOX SUBULATA**



# Garden Lovers Need Some of These Prize-Winning DAHLIAS



COMMANDO

**Commando.** Decorative. Very large, showy lavender.

**Commodore.** Decorative. Large flower of rich lemon-yellow overcast with a golden sheen.

**Glamour.** Decorative. By far one of the outstanding Dahlias, bearing purple flowers edged amaranth-pink.

**Margaret Woodrow Wilson.** Decorative. Beautiful creamy white flower suffused with pink.

**Mrs. Thomas Edison.** Decorative. Large, rich deep red flowers on strong stems.

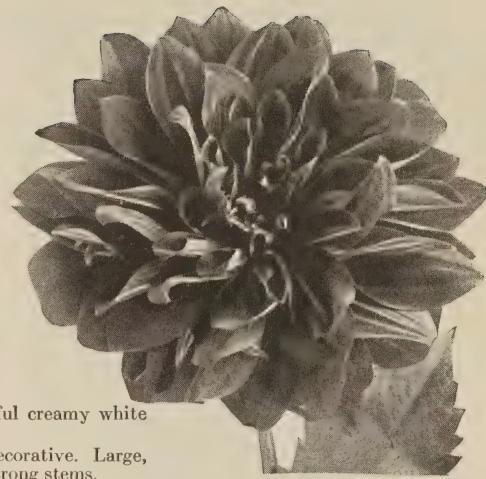
**Ogden Reid.** Decorative. One of the finest pinks of all Dahlias. Huge; perfect in form.

**Osa Helen.** Cactus. One of the finest novelties, producing very large red flowers.

**Pride of California.** Decorative. A very large crimson-red, shading darker in the center.

**Ruffled Giant.** Decorative. A beautiful shade of carmine-red. Large blooms.

49c each; 3 for \$1.29; 6 for \$2.39;  
12 for \$4.39, postpaid



RUFFLED GIANT

## SILVER MAPLE

A fast-growing shade tree that thrives on all kinds of soil. Finely cut leaves are bright green on top and silvery underneath. Leaves turn gold in autumn. Reaches a height of approximately 60 feet, making a large, shapely, graceful head. Tree is long-lived; very valuable for lawn planting. 3 to 4-ft. size, \$1.98 each; 2 for \$3.69, postpaid.



SILVER MAPLE

## MOUNTAIN-ASH

A very attractive small tree. It has a dense head of lacy foliage and grows 20 to 25 feet tall. Its outstanding feature is the large flat clusters of orange-scarlet berries that are borne in profusion from July to winter. Perfectly hardy. Ideal for the smaller lawn or the foreground of taller trees. 5 to 6-ft. size, \$2.95 each; 2 for \$5.50; 3 for \$7.65.



MOUNTAIN-ASH



CLUMP BIRCH

## CLUMP BIRCH

Demand has become so great for this tree that we are including it in our nursery line. It produces three or more trunks from one root. With their artistic white bark and lovely green leaves, Birches make valuable lawn specimens. 3 to 4-ft. size, \$3.95 each; 2 for \$7.60; 3 for \$10.95.

# BUY WITH CONFIDENCE-Order by Mail

"The National Mail Order Nurserymen's Association is comprised of 138 highly reputable mail-order nursery firms and associates who organized for a number of practical and public-spirited reasons. The member nurseries meet regularly to exchange information and ideas, with particular emphasis on ways of promoting their industry by serving you quickly, efficiently and economically.

"In recent years a new and unfair competition developed in the horticultural mail-order field, in which promoters with little or no nursery experience set up business and used sensational methods to publicize their products. Fanciful new names for old well-known plants were devised, extravagant performance claims were made, prices were often exorbitant and quality was frequently sub-standard. To help end these unsavory methods the National Mail Order Nurserymen's Association, working with the American Association of Nurserymen, consulted the Federal Trade Commission. As a result of close cooperation between these various agencies, a set of trade practice rules for the nursery industry was promulgated on June 27, 1956. Obviously the members of the N.M.O.N.A. will work together to protect and enforce these principles, and you, as a gardener, may buy with complete confidence when you see this insignia."

The above article was published by the National Mail Order Nurserymen's Association, and we are very proud to display the emblem and follow the principles of the Association. This guarantees you first-class stock and fair treatment in all transactions. Remember Kellogg's is one of the oldest nurseries in the trade today and still the leader.

## COLORFUL SHRUBS to Beautify Your Home

WEIGELA



RED  
SNOWBERRY

SPIREA VANHOUTTEI



**HONEYSUCKLE, Pink Tatarian.** A very beautiful upright bush 3 to 10 feet high, producing an abundance of delicate pink blooms, with red berries in the fall. Plant 5 feet apart in ordinary soil. Grows to 3 feet high and does best in sun or partial shade. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

**HONEYSUCKLE, Hall's.** Very popular vine with dense growing habit and very fragrant white flowers, turning yellow. Grows in almost any soil. Often used as a ground cover on steep banks. It roots easily wherever the stems come in contact with moist soil. 18 to 24-in. size, 98c each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.

**HYDRANGEA, P. G.** A very widely planted shrub, especially good in partially shaded locations. Huge, conical heads of pure white flowers appear early in the season, turning to pink and bronze in the fall. 18 to 24-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

**RED SNOWBERRY.** A shrub growing about 3 feet high, excellent for bank planting. Interesting red berries all along the branches in the fall. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

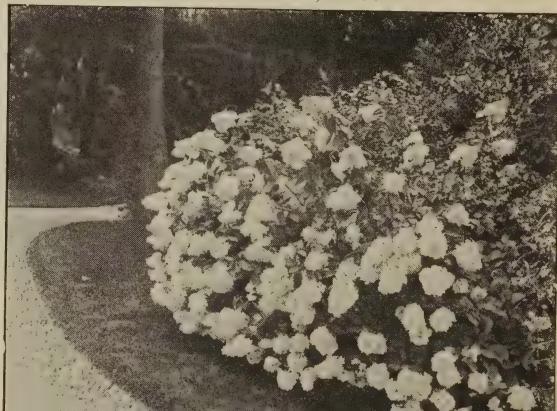
**SPIREA Vanhouttei (Bridal Wreath).** Masses of white blooms in May, with beautiful drooping effect. Plant 5 feet apart in ordinary soil. Grows to 3 feet high and does best in sun or partial shade. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

**BLUE SPIREA.** A low, spreading shrub with clusters of fragrant blue flowers from September to frost. Ideal for edging or borders where height is not needed. Gray-green foliage. Especially valuable because it provides blue color late in the season. 12 to 18-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

**WEIGELA, Eva Rathke.** A fine shrub with graceful drooping branches and rich green foliage. Bears bright red flowers in early summer. Grows 5 to 6 feet tall; does best in sun or part shade. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

**WEIGELA Rosea.** Trumpet-shaped, rose-pink blooms, darker in the throat. Blooms profusely in late May. Very showy mass effect. Large, spreading shrub, 8 to 10 feet wide and tall. Vigorous and healthy. Best in full sun. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

HYDRANGEA, P. G.



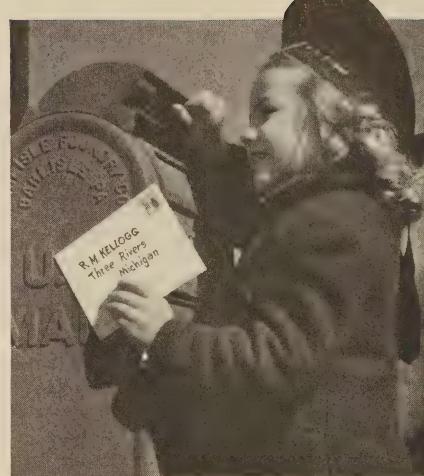
# Yes Mama, I'll mail this order to Kellogg's on my way to school

Many a family is sitting in a warm living room tonight, going through their Kellogg nursery catalog and planning a beautiful garden for this spring, summer and fall. In this catalog you will find many items that will burst forth with bloom with the very first breath of spring, and more that will bloom throughout the summer until cold weather makes the Azalea-mums dormant. These are the last flowers to bloom in your garden.

## NOTICE—Guarantee

We guarantee to ship only good, clean, thrifty nursery stock. Failure to grow may result from improper planting, over-fertilization, frost or lack of moisture, for which we cannot be responsible. **Follow Planting Instructions Carefully.** Upon receipt of your stock, if it is not satisfactory, notification must be made to us within ten days, at which time replacement will be made free of charge. If notification is made after the ten-day period, stock will be replaced at one-half the purchase price. No claims will be allowed after August 1, 1958. In no case will we be liable for more than the original purchase price of the stock.

R. M. KELLOGG COMPANY



## ORDERING INSTRUCTIONS

We have included a self-addressed return envelope and order blank for your convenience. Please use them, and be sure to put your name and address on the order and state time shipment is desired. Do not ask us to ship C.O.D., for C.O.D.'s are expensive to both you and us.

*Members of:*

**NATIONAL MAIL ORDER NURSERYMEN'S ASSOCIATION**  
**AMERICAN ASSOCIATION OF NURSERYMEN**

**MICHIGAN ASSOCIATION OF NURSERYMEN**  
**ILLINOIS ASSOCIATION OF NURSERYMEN**



## CANNAS

Lovely new pastel tints of the Grand Opera Series Cannas.

**AIDA.** Broad, rounded, overlapping petals. The base color is old-rose, overlaid with delicate salmon. Large, full truss of bloom.

**LA BOHEME.** Nicely formed head of bloom. Soft rosy peach overlaid with light pearl tints. Full of life and beauty.

**LA TRAVIATA.** Petals are perfectly placed in the head of bloom, making a large mound of color. A delightful, lively old-rose.

**MME. BUTTERFLY.** Soft horizon-yellow with overtones of daybreak-pink. A truly wonderful combination of soft tints.

49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid

**Ambassador.** Orange flowers with bronze foliage.

**King Humbert.** Large red flower with bronze foliage.

**City of Portland.** Pink.

**Richard Wallace.** Yellow.

**Firebird.** Dark red.

**The President.** Bright red.

3 for \$1.00; 6 for \$1.79; 12 for \$3.24, postpaid

**R. M. KELLOGG CO., Three Rivers, Mich.**



**KING HUMBERT**

# The Items On This Page Are Real Money Makers

PLANT ASPARAGUS BY THE ACRE

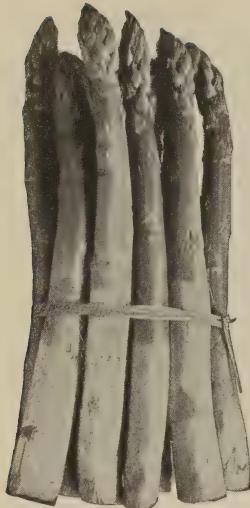
## ASPARAGUS

**Mary Washington.** Tender, plump, juicy stalks, rich deep green in color. Grows quickly and continues to bear for many seasons. An excellent commercial variety.

**Paradise.** Nice extra-large tips, produced for many weeks. Tender and delicious, with fine flavor. Very early, making this an outstanding variety for table and commercial use.

	25	50	100	500	1000
1 yr. ....	\$1.29	\$1.85	\$3.25	\$14.95	\$24.95
2 yr. ....	1.49	2.75	3.95	17.50	29.95

Commercial growers—write for special price on quantities of 3000 or more



ASPARAGUS



RHUBARB

COLORADO BLUE SPRUCE



An old-fashioned plant that is long lived and very easy to grow. The roots should be set 3 or 4 inches deep in rich soil. Pull the stalks in the spring when they are tender; they make delicious pie filling.

**Chipman's Red.** Stalks are red all the way through, of deliciously mild flavor, long and tender. Excellent for freezing. 75c each; 2 for \$1.20; 3 for \$1.65; 4 for \$2.10; 6 for \$3.00; 12 for \$5.65.

**Giant Victoria.** Large, beautiful red stalks produced over a long period. 6 for \$1.50; 12 for \$2.55; 25 for \$4.65; 50 for \$8.85; 75 for \$13.05; 100 for \$17.25.

## RHUBARB

## HORSERADISH

Grated Horseradish made from the long, tapering roots adds a zest to fish and meat dishes. A perennial plant that will live for years. It grows best in rich, rather moist soil where it will receive some shade. Set the roots with the small end down, 2 inches below the surface of the soil. Dig the roots as needed. Whole root, 6 for \$1.00; 12 for \$1.85.

## High Quality EVERGREENS

BARGAIN MAIL-ORDER SIZES—ALL EVERGREENS ARE POSTPAID

### EVERGREEN TRANSPLANTS

4 to 6 years old

	1	3	10	25
AMERICAN ARBORVITAE.	\$1.19	\$2.79	\$7.95	\$15.95
GLOBE ARBORVITAE.	1.59	3.89	11.95	23.95
PYRAMIDAL ARBORVITAE.	1.59	3.89	11.95	23.95
PFITZER'S JUNIPER.	1.69	3.98	12.15	24.95
PLUMY JUNIPER.	1.59	3.89	11.95	23.95
COLORADO BLUE SPRUCE.	1.69	3.98	12.15	24.95
BLACK HILLS SPRUCE.	1.39	2.69	7.89	17.95
NORWAY SPRUCE.	1.19	2.79	7.95	15.95
SCOTCH PINE.	1.19	2.79	7.95	15.95
UPRIGHT JAPANESE YEW.	1.79	4.39	13.45	27.95
SPREADING JAPANESE YEW.	1.79	4.39	13.45	27.95
DOUGLAS FIR.	1.39	2.69	7.89	17.95

For the Best . . .  
Order from Kellogg



PFITZER JUNIPER

### Special Seedling Collection 50

10 Colorado Blue Spruce  
10 American Arborvitae  
10 Juniperus Virginiana  
10 Scotch Pine  
10 Norway Spruce

3 to 6-in., 2-yr. seedlings

50 in all for \$4.25 postpaid

### Transplant Collection 51

2 Colorado Blue Spruce  
2 American Arborvitae  
2 Norway Spruce  
2 Scotch Pine  
2 Douglas Fir  
6 to 10-in., 4-yr. transplants

10 in all for \$3.25 postpaid

### Doorway Collection 52

2 Pyramidal Arborvitae, 12 to 15 in.  
2 Pfitzer's Juniper, 9 to 12 in.  
2 Globe Arborvitae, 6 to 8 in.

6 in all for \$6.95 postpaid

## Assorted PERENNIALS for Summer-Long Beauty

### VIOLET, ROYAL ROBE

Lustrous violet-blue flowers with a delicate fragrance. They open out flat, like a pansy. Will furnish plenty of blooms in early spring and late fall, often more than an inch across. Strong stems up to 8 inches tall. Hardy. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.



VIOLET, ROYAL ROBE



ANCHUSA



FOXGLOVE



DIANTHUS

### ANCHUSA

Clusters of forget-me-not-blue flowers. Very hardy. An excellent ground cover for sun or shade. Makes a lovely picture in early spring. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

### FOXGLOVE (Digitalis)

These beautiful flowers should be in every garden. These are strong Shirley hybrids in a wide color range. Grows 3 to 4 feet high, spreading 8 inches or more. Blooms in midsummer. Mixed. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

### DIANTHUS PLUMARIUS

Grows 15 to 18 inches high and blooms nearly all summer. Pink, white and red flowers; fragrant. Plant 12 to 18 inches apart in ordinary non-acid soil. Likes a sunny spot. Mixed. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

### ARMERIA (Sea Pink)

One of the most attractive of all perennials. Grows about 8 inches high and makes a solid mound of rose-colored flowers. Blooms from spring through midsummer. Mulch in winter. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

### CAMPANULA (Cup and Saucer)

Blue, pink and white flowers of charming cup-and-saucer form. Grows to about 2 feet tall and will do well in either sun or shade. Blooms in July and August. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

### ALYSSUM SAXATILE

Masses of bright yellow bloom for spring gardens. Grayish leaves form a dense clump. Grows easily in any soil and likes full sun. Excellent for rock gardens. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

### VERONICA SUBSESSILIS

Blooms in late summer. Handsome blue spikes 2 feet tall or more, excellent for cutting. Very hardy. Will grow in any soil, in a sunny location. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

### BAPTISIA (Not illustrated)

Deep blue, lupine-like flowers in long racemes in late May and June. Grows 2 to 3 feet tall. Adapted to any good garden soil. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

#### COLLECTION 27

1 each of the 9 perennials  
on this page, plus the 3  
Asters illustrated on page 16.  
12 PLANTS in all for only

**\$4.79** postpaid

#### COLLECTION 28

1 each of the 9 perennials  
on this page, plus 3 Pacific  
Hybrid Delphiniums. 12  
PLANTS in all for only

**\$4.49** postpaid

R. M. KELLOGG CO., Three Rivers, Mich.



ARMERIA



CAMPANULA



ALYSSUM



VERONICA

# Plant PERENNIALS—Have Flowers from Spring 'til Fall

## GAILLARDIA, Goblin

Good low compact growth, about 15 inches tall. The gay flowers are bright yellow, with a deep red zone in the center. Blooms from midsummer to early fall. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.



GAILLARDIA

## FRINGED BLEEDING-HEART

### (*Dicentra Eximia*)

A dwarf-growing plant with finely cut foliage and showy racemes of delicate pink flowers. Blooms from early spring all through summer. A fine border plant, at home in sun or full shade. Perfectly hardy and reliable. Does well in any kind of soil. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

## COREOPSIS, Double Sunburst

Big, pure yellow flowers on long stems. Blooms over a long period in summer. Flowers reach a height of about 2 feet. Fine for cutting. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.



FRINGED BLEEDING-HEART



COREOPSIS

## MYRTLE (Vinca Minor)

One of the most beautiful evergreen ground covers, with showy bright blue flowers borne freely in early spring, and sometimes on through the summer and fall. Does exceedingly well under trees and in shady spots where nothing else will grow. It also grows easily in full sun. Almost any kind of soil is suitable. 6 for \$1.55; 12 for \$2.85; 25 for \$5.45; 100 for \$19.55, postpaid.

## CATANANCHE (Cupid's Dart)

A valuable source of blue color for the midsummer garden. The bright blue flowers appear freely on long, upright stems from June to late August. The very hardy plant grows 1½ feet tall in ordinary garden soil. Prefers full sun. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

## CANDYTUFT (Iberis Semperflorens)

White and light blue (state color desired). This beautiful perennial blooms in early summer and grows 9 to 12 inches tall. The plant will remain green during the cold winter months. An ideal plant the year round, with lovely flowers in summer, and evergreen in winter. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

## ANTHEMIS

A showy border plant growing quickly and blooming profusely from June to frost. Produces rather large, daisy-like, yellow flowers and finely cut leaves. Grows about 3 feet tall, in full sun. Fine for border planting and for cutting. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

## PRIMULA (Primrose)

One of the earliest flowers to bloom in the spring. Excellent for shady spots around evergreens or under trees. Needs rich soil and plenty of moisture. Assorted colors. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

## COLLECTION 29

1 each of the 8 perennials on this page, plus 2 new Moonlight Shasta Daisies illustrated on page 13. 10 plants in all for only

**\$3.79** post-  
paid

## COLLECTION 30

1 each of the 17 perennials on pages 21 and 22 for only

**\$4.95** post-  
paid



MYRTLE



CATANANCHE



CANDYTUFT



ANTHEMIS



PRIMULA



CALADIUM

## CALADIUM

Fancy-leaved Caladiums are becoming increasingly popular in gardens throughout the country. With their variegated foliage of bright colors they make a beautiful sight in borders and beds. They are also very attractive in pots and porch boxes, where their immense, distinctive leaves in a host of varied color combinations are just as gay and decorative as flowers. We ship the finest No. 1 size Caladium bulbs, which should be started indoors if possible and transplanted to the garden immediately after danger of frost is over, or the bulbs may be set directly outdoors as soon as weather conditions permit. Assorted colors.

69c each; 3 for \$1.95; 6 for \$3.59;  
12 for \$6.79, postpaid



LILY-OF-THE-VALLEY

## Lily-of-the-Valley

Graceful and superbly fragrant, Lilies-of-the-Valley have been favorites for many generations. They make a splendid ground cover in shady places, under trees and in odd corners where they may be allowed to spread at will. Set out the roots in spring.

10 for 98c; 25 for \$2.25; 50 for \$3.95;  
100 for \$6.95, postpaid

## LILIUM REGALE

(Regal Lily)

One of the most widely grown of all Lilies because it has proved to be so hardy and adaptable to most situations. The large, fragrant, white blooms have a sulphur-yellow throat, with rose-purple streaks on the outside. It grows 3 to 5 feet high and blooms in July. The bulbs should be set 8 inches deep in a sunny location. Regal Lilies are especially lovely when planted with tall blue Delphinium. No summer garden should be without this easy-to-grow Lily.

59c each; 3 for \$1.65; 6 for \$2.95;  
12 for \$4.95, postpaid



LILIUM REGALE

## BITTER-SWEET

(Celastrus scandens)

A fast-growing vine, very sturdy and thrifty. If given a strong support, it will grow as high as the eaves of a house. The glossy leaves turn bright yellow in the fall. Big, showy clusters of crimson berries with orange-yellow coat. Popular for indoor winter bouquets.

\$1.29 each; 3 for \$3.69; 6 for \$7.29;  
12 for \$13.95, postpaid



We Ship Only the Highest Quality Plants in Our Rock-Garden Collections



## Kellogg's Famous Rock-Garden Collections

We ship only the finest plants for rock gardens

**COLLECTION 31**  
10 top-quality plants, assorted (less than 35c ea.) **\$3.49**

**COLLECTION 32**  
20 top-quality plants, assorted (less than 31c ea.) **\$6.19**

**COLLECTION 33**  
50 top-quality plants, assorted (less than 26c ea.) **\$12.95**

**COLLECTION 34**  
100 top-quality plants, assorted (less than 22c ea.) **\$21.95**  
(All Postpaid)

# Finest in SHRUB, FLOWERING



JAPANESE TREE LILAC

## JAPANESE TREE LILAC (*Syringa japonica*)

An upright Lilac tree growing 12 to 15 feet in height. It has a short, reddish brown trunk. In June and July the tree is covered with long panicles of creamy white flowers. Hardy. \$1.98 each; 2 for \$3.69, postpaid.

## MAGNOLIA SOULANGEANA

Handsome lawn specimen. Gorgeous 4-inch, cupped flowers, white inside and purplish pink outside, open just before the leaves in early spring. 20 feet tall or more. Needs well-drained soil and plenty of water. 2 to 3 ft., bare root, \$2.89 each; 3 for \$7.95, postpaid. 3 to 4 ft., B&B, in bud, \$12.50 each (weight approximately 35 lbs.; shipped express charges collect).

MAGNOLIA SOULANGEANA



## SMOKE-TREE (*Rhus Cotinus*) →

Large, loose panicles of flowers with spreading hairs that give a smoky effect. A bushy shrub blooming in early summer and reaching a height of about 15 feet. In fall the foliage turns to red, yellow and brown. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29, postpaid.

## DOGWOOD

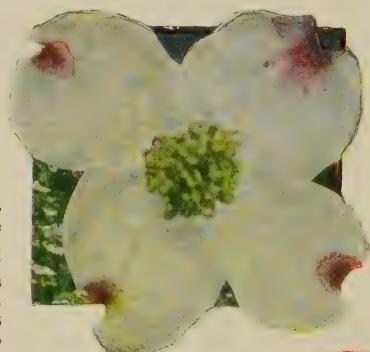
**WHITE** (*Cornus florida*). One of the outstanding native trees of the United States. Chosen as the State Tree of Virginia, where the woodlands in spring are like fairyland when the Dogwood blooms. Distinctive horizontal branches bearing single white flowers in early spring, followed by red fruits relished by birds. Foliage turns red in the fall. A splendid specimen tree and one of the most delicate-appearing of all our native trees. Very attractive when planted with larger trees, where it can enjoy the protection they give. Also extremely popular as a lawn specimen. However large or small your grounds, you really need Dogwood. It is hardy and long lived and will give your whole neighborhood many years of enjoyment. 3 to 4 ft., \$1.49 each; 2 for \$2.69; 4 for \$4.39, postpaid.

**PINK** (*C. florida rubra*). Just like the preceding in growth but with exquisite pink flowers. Makes an enchanting picture when planted in combination with the white form. Together they make one of the loveliest combinations you can plant. 2 to 3 ft., \$2.75 each; 2 for \$5.25; 4 for \$9.95, postpaid.

## COLLECTION 35

1 Pink and 1 White Dogwood for  
only

**\$3.95** post-  
paid



WHITE DOGWOOD

PINK  
DOGWOOD



# SHADE and TREES



SMOKE-TREE



REDBUD

MAPLE, CRIMSON KING



RED, WHITE and PINK  
FLOWERING PEACH

## FLOWERING PEACH

Very pretty as a specimen tree or planted among shrubs. The very double flowers are like little rosettes set along the branches in early spring. The small tree is hardy over most of the country and is rarely bothered by disease or insects. It grows easily in almost any soil. Colors: Red, Pink, White. (Please state color wanted.) 4 to 5-ft. size, \$1.69 each; 3 of one color for \$4.89; 6 for \$9.49, postpaid.

**COLLECTION 36 \$4.49**  
1 Red, 1 Pink and 1 White Flowering Peach for only  
postpaid

## REDBUD

A fine ornamental tree, also known as Judas-tree. In early spring it is covered with tiny lavender-pink flowers. 30 feet high. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29, postpaid.

## FLOWERING ALMOND

A graceful shrub 4 to 6 feet tall, with tiny double pink flowers as the leaves open. Hardy; easy to grow. 18 to 24-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95, postpaid.

## MAPLE, CRIMSON KING

Plant Pat. 735. Purplish red foliage all season. Strictly hardy. Rapid grower to 60 feet. 6 to 7-ft. size, \$5.95 each; 2 for \$11.60, postpaid.

## MORAINE LOCUST

Plant Pat. 836. A new, fast-growing shade tree. Hardy, drought resistant and easily grown in any soil. No unsightly seed pods. 5 to 6-ft. size, \$5.95 each; 2 for \$11.60; 3 for \$16.95, postpaid.



FLOWERING ALMOND

## MORAINE® LOCUST



# Have a Fairyland Garden of



© **TOM THUMB**

Deep crimson buds grow lighter as the blooms open into well-formed, perfect tiny Roses, later disclosing a white eye in the heart of each flower.

These Miniature Roses grow well indoors and make ideal house plants, as well as hardy garden Roses

## COLLECTION 37

1 each of all 5 Miniature Roses on this page, a \$7.05 value, **\$5.95 postpaid for only . . .**



© **SWEET FAIRY**  
(Plant Pat. 748)

The first Miniature with true Rose fragrance. Dainty, dark pink buds opening to charming, very double, 1-inch blooms of apple-blossom-pink.



**TINKER BELL**  
(Plant Pat. 1293)

Very beautiful bright pink. Up to 65 petals, although only 1½ inches across. Excellent Rose form.



**BABY GOLD STAR**  
(Plant Pat. 407)

True yellow, a bit larger than other Miniatures; fully double. \$1.65 each; 3 or more, \$1.50 each, postpaid.



**ROULETTI**

Vigorous, hardy and long lived. This Miniature Rose produces double flowers, about 1½ inches in diameter, of lively bright pink. Highly recommended.

## CHINCHERINCHEE— *Ornithogalum thrysoides* (THE AFRICAN WONDER FLOWER)

When trying to secure something new and different for our customers, we found this beautiful flower being grown in abundance in South Africa. We note that European countries have taken to this new flower "like ducks to water." It has also been grown throughout the United States very successfully. It is truly called the "Wonder Flower" because it produces beautiful white blooms in abundance on strong stems about 15 inches long. The flowers, when cut as they first start to show color, will last three to four weeks in the home. They also make beautiful arrangements among other flowers. Plant the bulbs any place Gladiolus will grow. They should be dug in the fall and stored over winter in the same manner as Gladiolus and Dahlias.

3 for 98c; 6 for \$1.89; 12 for \$3.49, postpaid



# MINIATURE ROSES



**MIDGET**  
(Plant Pat. 466)

Just as the name implies, this is a tiny bud—no larger than a grain of wheat—opening to a flower only  $\frac{3}{4}$  inch across when completely unfurled. Bright pink to deep rose in color. Very lovely and slightly fragrant, with about 20 petals. Fern-like foliage. Perfect in every detail.

The free-blooming Miniature Roses are ideal for flower arrangements, table decorations and corsages. In fact, they are so attractive for both garden and home that you should consider planting as many of them as you can possibly find space for in your garden. Write for special quotation on 25 or more.

All Miniature Roses, except where noted, \$1.35 each; three or more, \$1.20 each, postpaid

## COLLECTION 38

1 each of all 5 Miniature Roses on this page, a \$7.05 value, for only

**\$5.95** post-  
paid

## COLLECTION 39

1 each of the 10 Miniature Roses on these two pages, a \$14.10 value, for only

**\$11.49** post-  
paid



**ROBIN**

(Plant Pat. App. for)

Rich deep red, lighted here and there by deft touches. Tiny, cone-shaped buds unfold into flat, very double blooms,  $1\frac{1}{4}$  inches across, with 60 to 70 little petals. \$1.65 each; 3 or more, \$1.50 each, postpaid.



**CINDERELLA** (Plant Pat. 1051)

Cream-white, sometimes tinged cameo-pink, especially in the center. It has about 50 velvety petals, arranged in the perfect form of a Hybrid Tea.



**RED IMP** (Plant Pat. 1032)

Deep rich crimson, very double flowers with petals packed solidly to the center and opening very flat. One of the showiest Miniatures.



**PIXIE** (Plant Pat. 408)

The world's smallest double white Rose. It shows pink shadings in cool weather. Fully double, with 40 or more tiny petals in each bloom.

# DWARF BECHTEL FLOWERING CRAB

One of the most beautiful and picturesque of Flowering Crabs. This Dwarf Bechtel variety produces fragrant, double soft pink blooms like rambler roses on a medium-sized tree, making it one of the finest and showiest of all Crabs available today. It is low growing, and this habit makes it ideal for almost any yard or garden where you want an abundance of color early in the spring.

Fortunately, this fine ornamental will thrive in practically any ordinary soil and will even endure unfavorable growing conditions. It is hardy over most of the country and is among the easiest to grow of all flowering trees. Don't overlook Bechtel Crab if you want a sure source of spectacular spring bloom. It's a winner!

2 to 3 ft., \$2.95 each; 3 for \$8.25; 6 for \$14.95.



# KELLOGG'S BONNIE BEGONIAS

Imported Direct from Belgium

Tuberous-rooted Begonias are becoming one of the outstanding flowers for outdoor bedding. They do especially well on the north side of the house where other plants will not grow so well, or they will grow in a semi-shaded area. The huge, camellia-type flowers make a terrific show. Tuberous-rooted Begonias should be started indoors early in the spring and transplanted outdoors as soon as danger of frost or freezing weather has passed.

We are offering Begonias already potted ready to grow and also Begonias flattened ready to grow as soon as they are received. We have tubers in three different sizes, in the following colors: Scarlet, Yellow, Copper, Rose, White, Salmon, Crimson and Orange.

**Large, jumbo-size tubers**

1	\$0.65
3	1.79
6	3.29
12	5.95

**Large-size, 1½ to 2-in. tubers**

3	\$1.25
6	2.35
12	4.39
25	8.69
50	16.49
100	29.95

**Medium-size, 1¼ to 1½-in. tubers**

3	\$1.00
6	1.85
12	3.49
25	6.75
50	12.50
100	22.95

### COLLECTION 40

Bonnie Begonia Collection: 2 each of the large-size tubers in all 8 colors listed, plus 2 each of the new Begonias, yellow with red center and copper with rose center. 20 Begonias in all, only

**\$4.99** postpaid

### COLLECTION 41

Bonnie Begonia Collection of large-size tubers, including 1 each of all 8 colors, plus 2 bicolors not listed and 2 each of the Carnation, Rosebud and Hanging Basket Begonias. 16 tubers in all, only

**\$6.59** postpaid

### COLLECTION 42

Bonnie Begonia Collection of medium-size tubers, including 1 each of all 8 colors, plus 1 each of the Carnation and Rosebud Begonias. 10 tubers in all, only

**\$1.98** postpaid

# The Gloriously Colorful Novelty Begonias

## Hanging Basket Type

Have you ever seen anything so beautiful as the Hanging Basket Begonias shown at the right? This is an actual picture of this Begonia, loaded with blooms all summer long. It is ideal for porches, window boxes, sun rooms or wherever you have a shady spot. Located in a rock garden where the stems with their sprays of bloom can droop over a rock, it makes just about as lovely a sight as you could imagine. The loosely drooping habit of growth makes a bower of beauty. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59.

### COLLECTION 43

1 each of the 6 beautiful Begonias illustrated on the opposite page, 1 1/4 to 1 1/2-in. tubers, plus 1 each of the 5 All-America Gladiolus pictured on page 30, for only

**\$3.95** postpaid

### COLLECTION 44

Special Potted Begonia Collection (ready to grow) consisting of 1 each of 6 different colors, a \$5.40 value, for only

**\$4.95** postpaid



HANGING BASKET BEGONIA



POTTED BEGONIAS

Why not make it easy for yourself and start with Begonias already potted, as shown above? These tubers are planted in an attractive 2 1/4-inch aluminum pot. All you have to do is set the pot in a saucer in the window and give it water. When the plant has reached a height of 3 to 4 inches, reset it in a larger pot and use it as a house plant, or transplant to the garden as soon as danger of frost has passed. State color wanted: Scarlet, Crimson, Yellow, Rose, White, Salmon, Copper or Orange. 98c each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

### CARNATION BEGONIA



### Carnation Begonia

One of the finest and most outstanding novelty Begonias, with a true carnation-type flower, 1 1/2 to 2 inches across. Colors mixed. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

### Rosebud Begonia

Rosebud Begonias have long been popular with gardeners. The beautiful pastel colors and rosebud form are very striking. Be sure to order these novelties along with your other Begonias for a unique garden. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

Please Read Pages 18 and 19



FLATTED BEGONIAS

Another good way to get your Begonias off to an early start is to order a flat of 30 Begonia tubers, size 1 1/2 to 2 inches. These tubers are planted correctly in peat. As soon as you receive them, put them in the basement or sun porch—wherever it is warm. Water the flat to keep the peat moist, and soon you will see the sprouts start. These may be transplanted directly from the flat to the garden, which will give you earlier blooms in the summer. Please state colors wanted. 30 tubers, including flat, only \$9.95, postpaid.

### ROSEBUD BEGONIA



# All-America Beauties

EASY-TO-GROW • HEALTHY • TESTED

## COLLECTION 45

### All-America Gladiolus Collection

5 of the finest varieties grown today, pictured at the right. Large, No. 1 size bulbs for only

**\$2.25** post-paid



## COLLECTION 46

### Rainbow Collection of Popular Priced Gladiolus

Includes all colors. No. 1 size bulbs, 100 for only

**\$4.95** post-paid

All-America Gladiolus Selections now assure you the cream of the year's new varieties. Pictured here are the top winners, sure to delight you with glorious bloom the first season. Keep the bulbs from year to year and they will pay for themselves many times over.

#### EMPEROR (Plant Pat. App. for)

A really rich and distinctive color—royal purple with a lighter throat for contrast. The robust plant produces majestic spikes that dominate the garden when they appear in all their glory. Greatly in demand for cutting.

#### APPLEBLOSSOM (Plant Pat. 1517)

Snowy white with a ruffled rose-pink edging and a faint touch of cream in the throat. Very delicate and charming. Up to 8 or 10 trim florets of heavy substance open at a time on spikes up to 5 feet tall. Vigorous and easy to grow.

#### ROYAL STEWART (Plant Pat. 1339)

A winner of top awards wherever exhibited. Clear light red in color, with lightly ruffled florets. The long flower heads often

All-America Gladiolus, 50c each; 6 for \$2.50; 12 for \$5.00 (any combination) Postpaid

## KELLOGG'S SELECTED GLADS Popularly Priced

**AUREOLE.** Beautiful yellow with broad, heavily ruffled petals with a sparkling, waxy sheen. Long spikes.

**BLUE BEAUTY.** Rich blue, with petal edges overlaid violet-blue. Large, wide-open florets, 6 to 8 open at a time.

**ELIZABETH THE QUEEN.** Clean fresh mauve with a reddish feather in the throat; beautifully ruffled.

**FRIENDSHIP.** The pinkest of the pinks. Round, wide-open florets with lacy ruffling. Long spikes; very early blooming.

**MANSOER.** Shining blood-red with a velvety blackish glow. Well-shaped florets on enormous spikes.

**PACTOLUS.** Heavy spikes of apricot-cream with an orange-red blotch on the lower petals. Medium height.

#### No. 1 size. 1½ to 2 in.

5 of one variety for 59c      25 of one variety for \$2.49  
10 of one variety for \$1.09      50 of one variety for \$4.49  
100 of one variety for \$7.95

**RED WING.** Tremendous spikes of large, round florets of glossy light scarlet. Lightly ruffled. Extra vigorous.

**SHERWOOD.** Beautiful large purple florets with a darker blotch. Strong flower spikes growing to a height of 5 feet.

**SNOW PRINCESS.** Clear white with milky throat. Stems are always straight and strong. Blooms in midseason.

**SPIC & SPAN.** Fresh salmon-pink in color. Tall, spire-like spikes, with ruffled, well-placed buds. Strong and healthy.

**SPOTLIGHT.** Clear medium yellow with a small feathery blotch of scarlet. Tall, straight spikes.

**VALERIA.** Very popular soft scarlet. A strong, healthy grower making a very fine spike of good size.

#### No. 2 size. 1¼ to 1½ in.

5 of one variety for 45c      25 of one variety for \$1.69  
10 of one variety for 79c      50 of one variety for \$2.95  
100 of one variety for \$4.95

## COLLECTION 47

Rainbow Collection of Assorted Gladiolus includes all colors. No. 2 size bulbs, 100 for only . . . . .

**\$3.98** POST-PAID

## COLLECTION 48

Rainbow Collection of Assorted Gladiolus of the above varieties. No. 3 blooming size bulbs, 50 for only . . . . .

**\$1.79** POST-PAID

# SHRUBS to Beautify Your Home and Last for Years



PUSSY WILLOW

## PUSSY WILLOW

Pussy Willows make tall shrubs, excellent for screening or background planting. Large catkins of silver-pink, 1 to 2 inches long, appear in earliest spring, or the branches can be cut and placed in water in January or February and allowed to open their catkins indoors. Ultimate height is about 10 feet. Cut back occasionally to encourage long, vigorous new canes. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.



FLOWERING QUINCE

## FLOWERING QUINCE

(*Cydonia japonica*)

Grows 5 to 6 feet in height, producing brilliant red flowers that cover the spiny branches in very early spring. Small, greenish yellow fruits, which are not edible. Grows in sun or part shade. 15 to 18-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

## HYPERICUM

(Golden St. Johnswort)

A very showy shrub with large, golden yellow flowers in late summer on stiff, dense stems; bluish foliage. Does very well in almost any soil, in sun or part shade. 2 to 3-ft. size, \$1.69 each; 3 for \$4.89; 6 for \$9.49; 12 for \$17.95.

## BEAUTY-BUSH

(*Kolkwitzia amabilis*)

A glorious, fountain-shaped plant covered with delicate pink, fragrant flowers in late spring and early summer. Branches are gracefully arched. A rapid grower 8 to 10 feet in height and diameter. 18 to 24-in. size, \$1.69 each; 3 for \$4.89; 6 for \$9.49; 12 for \$17.95.

## DEUTZIA

Pride of Rochester

Bears large clusters of double white blooms on sturdy stems. Certainly you need this beautiful shrub in your garden. Blooms in midsummer. Requires sun or partial shade. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.



HYPERICUM

All items in this catalog are postpaid except where noted



BEAUTY-BUSH



DEUTZIA

## TAMARIX

Summer Glow

Graceful, bright wine-red flowers that gives a misty effect, set off by feathery, light green foliage. Blooms profusely all through the summer. Both flowers and foliage are excellent for cutting. Grows best in sun or partial shade. 24 to 30-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

## MOCK-ORANGE

Minnesota Snowflake

Plant Pat. 538. Hardy in the northern states; adapted to sandy, clay or part peat soils, in sun or partial shade. Fully double, pure white flowers, freely produced. Very sweet scented. Sturdy, rapid grower to 8 or 10 feet. \$1.69 each; 3 for \$4.89; 6 for \$9.49; 12 for \$17.95.

## ALTHEA

(Rose of Sharon)

A vigorous shrub 6 to 12 feet tall. Very decorative in large shrub borders or as a specimen. Grows rapidly in full sun and often needs to be cut back. Blooms from midsummer to early fall. Red, pink, white and blue. 18 to 24-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.



TAMARIX



MOCK-ORANGE



ALTHEA

## SWEET SHRUB

Large, brownish flowers, which are extremely fragrant. Reaches about 3 feet in height and blooms in early summer. A dense, hardy bush with glossy foliage, which does well in any garden soil. Thrives best in sun or partial shade. 12 to 18-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

## FORSYTHIA

*Spectabilis*

The long wands of bright yellow blooms appear before the leaves come out. A vigorous plant growing 8 to 10 feet tall. Very hardy and easy to grow. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.



FORSYTHIA



SWEET SHRUB



KELLOGG'S

# New Virus-Free STRAWBERRY PLANTS

Certified by Michigan Agricultural Department

## Virus-Free ROBINSON

A superb late Strawberry, ripening ten days to two weeks after Premier. Extra-large, bright shiny red berries, conical in shape and well colored to the very center. Flavor is honey-sweet. Quality and firmness are very good, making it a fine shipping variety. Bears heavily over a long period. A favorite with commercial growers and a great success on the market. Very hardy, healthy plants that do well in the North. Produces many plants for a good fruiting row; in fact, they often must be thinned somewhat for best results. A wonderful berry that is becoming very popular for canning and table use. A cross between Premier and Washington, this is one of the very largest berries. 25 for \$1.65; 50 for \$2.75; 100 for \$4.25; 250 for \$8.95; 500 for \$13.95; 1000 for \$22.95, postpaid.

## Virus-Free MARSHALL

One of the finest freezing Strawberries ever introduced. This plant produces an abundance of large, solid red Strawberries ideal for home freezing purposes. Also the favorite among fruit growers producing Strawberries for the market. This is a mid-season variety that will yield the very acme of berry perfection. It sells itself.

A vigorous grower with clean, healthy foliage. These plants are from foundation virus-free stock as furnished by the Michigan Agricultural Department and certified by them. These virus-free plants will guarantee you increased production by as much as 30 to 50 per cent over ordinary Strawberry plants. 25 for \$1.75; 50 for \$2.95; 100 for \$4.95; 250 for \$9.95; 500 for \$15.95; 1000 for \$24.95, postpaid.

Why spend your time and labor  
on inferior plants?  
Get the BEST—get KELLOGG'S!

VIRUS-FREE  
ROBINSON



25 VIRUS-FREE ROBINSON

6 VIRUS-FREE CATSKILL

## Virus-Free CATSKILL

Catskill is generally recognized as one of the best midseason to late varieties. This popularity is due to the fact that it will produce more quarts of large berries than any other kind. Fruit is bright, shiny red, with mild sweet flavor. The berries hold their color very well and when they are carefully packed they present a very attractive appearance. Catskill is probably the best Strawberry for freezing, for it comes out of the freezer still rich in color and flavor. The berries can stand wet weather at harvest time better than most varieties. Catskill is warmly recommended for all northern sections of the country. These virus-free plants will guarantee you increased production by as much as 30 to 50 per cent. 25 for \$1.75; 50 for \$2.95; 100 for \$4.95; 250 for \$9.95; 500 for \$15.95; 1000 for \$24.95, postpaid.

VIRUS-FREE  
CATSKILL



**FREE**

With orders of \$10.00 or more—

**25 KAY-TEN Strawberry Plants, Value \$2.75**

(Not illustrated in Catalog)

# INTRODUCING **Kellogg's NEW** **KAY-TEN STRAWBERRY** **An Extra-Large JUNE-BEARING Variety**

The new Kellogg KAY-TEN is a sugar-sweet Strawberry that is superb for table use. The extra-large, bright shiny berries are fully colored to the very center. They freeze well and thaw without loss of color, firmness, flavor or natural sugars. The KAY-TEN was developed by Emil Prushek, chief breeder and plant hybridizer of R. M. Kellogg Company, one of the world's leading nurseries since 1869, and has been thoroughly tested over a three-year period. The large vigorous plants are heavily rooted, have beautiful bright green leaves and bear heavily over a long period in mid-season. In our opinion the KAY-TEN is the finest Strawberry available today. Be among the first to know its many delights.

Bittersweet  
Celastrus scandens

# Specialists in Growing and Shipping STRAWBERRY PLANTS Since 1869

## JUNE BEARING

### ARMORE

Large, firm, bright cherry-red fruit that keeps and ships well to distant markets. The strong, prolific plants bear over a long period and make a good fruiting row. The most distinctive feature is the uniform shape of the berries. Compares with Premier in quality. Superior handling and shipping qualities and is more productive on old land than most varieties. Remains large size even for the last pickings. Recommended for areas where Premier is successful.

### BLAKEMORE

The "Premier of the South." The best early shipping variety for that region; not recommended for growing north of Maryland or the Ohio Valley. The firm, bright red berries are medium to large when plants are not too thick in the bed. They ripen uniformly and can stand abuse in picking and shipping. The flavor is quite tart. Popular with commercial canners and packers. Very vigorous.

### FAIRLAND

A very fine midseason to late variety that ripens a few days after Temple and continues over a long season. A robust grower with free production of new runners; resistant to red stele disease. Very heavy yielder, ranking with Premier and Catskill in this respect and especially recommended for northern states. Needs moist soil for best results. Bright red berries, almost as large as Temple, are firm enough for shipping a moderate distance.

### SENATOR DUNLAP

An older variety, grown in the middle and northern states for many years and especially appreciated in Maine, Iowa and Minnesota. A very strong, high-yielding plant; very hardy. Berries are of medium size, bright rich red color all the way through and of good quality. This is one of the best sorts for canning purposes. Sweet, delicious flavor. A bisexual sort, best grown in narrow rows.

### VERMILION

A new Strawberry produced in Illinois, where leading fruit growers are especially enthusiastic about it. An early bearer with a harvesting season that lasts about two weeks in early June. Well-formed, medium to large berries, smooth and very glossy. Attractive dark red color; more aromatic than most varieties. A vigorous plant, resistant to red stele, leaf spot, leaf blight, etc. Very prolific.

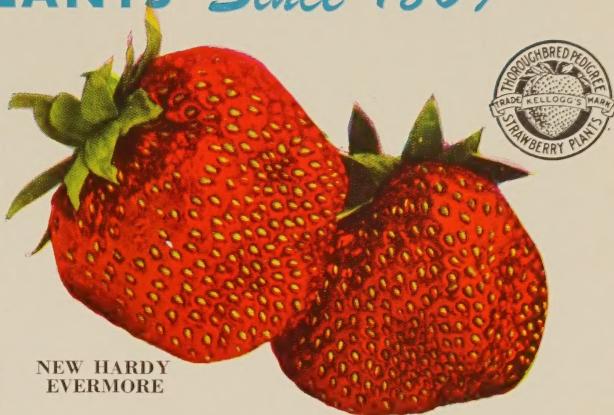
### SPARKLE

Sparkling, glossy red berries of good round form, of only medium size but very freely produced. Bright rich red, becoming darker. The berries are smaller on very thick beds and in dry seasons. When grown as far south as Maryland the berries are rather soft, but farther north Sparkle has proved topnotch. Quality is excellent, though not quite so good as Fairfax. It has a very long, late ripening period. Rates high as a freezing variety. Almost immune to red stele disease. Very vigorous and productive.

#### JUNE BEARING PRICES

25 for \$1.55  
50 for \$2.35  
100 for \$3.65  
POSTPAID

250 for \$ 6.95  
500 for \$10.95  
1000 for \$16.95  
CUSTOMER PAYS  
SHIPPING CHARGES



NEW HARDY EVERMORE

### EVERBEARING

### NEW HARDY EVERMORE

One of the finest everbearing Strawberry plants produced, particularly for the upper midwest and north. In productivity it is the equal of any other everbearer. Produces plenty of runners and is vigorous and healthy. Firm, dark, nice-looking berries of good quality. Does not spoil in hot weather. Ships well. Excellent marketing berry.

### GEM

The standard everbearer, which has yielded good returns for a number of years. The healthy, vigorous, productive plants are not so large as some, but if given a good early start will often make so many plants that thinning is necessary. The berries are large in size, of light red color and firm enough to stand shipment to distant markets. Delicious, somewhat tart flavor. A moneymaker that has stood the test of time; also excellent for home gardens.

### STREAMLINER

Gives big, profitable crops in six months or less. The large, attractive berries are borne in spring as well as fall; by September it fruits so heavily that it is sure to be a profit-maker. The berries are almost round and are well colored to the center, with no green tips and never hollow. They are wonderful for serving fresh, canned or frozen, so sweet that they require little sugar. Very hardy and prolific. Does well on either clay or sandy loam.

### SUPERFECTION

This is an exceptionally large, round berry, red to the center and of very pleasing flavor. It is a bit acid but with some sugar it is delicious. Excellent for canning, preserving and jams. Also good for freezing and eating fresh. The berries will not discolor after being picked and will stand long-distance shipping without deterioration. One of the best everbearers ever introduced. Bears through the summer and fall season until cold weather. In fact, berries have even been picked at Christmas time. It is a vigorous grower, producing new plants freely. Superfection has all the superior qualities needed for a leading commercial and home variety.

#### EVERBEARING PRICES

25 for \$2.10  
50 for \$3.15  
100 for \$5.25  
POSTPAID

250 for \$11.25  
500 for \$18.75  
1000 for \$29.95  
CUSTOMER PAYS  
SHIPPING CHARGES

# KELLOGG'S Genuine PREMIER

## STRAWBERRY PLANTS The **BEST** of Them All!

Kellogg's Premier is one of the best Strawberries ever grown! We introduced it in 1915, and since then it has spread like wildfire to every part of the world where Strawberries are grown. Now it is by far the largest selling variety. We produce and ship more Premier Strawberry plants than all other varieties combined.

### COMMERCIAL GROWERS—

For quantities larger than  
5000, write for special  
price list



## PREMIER — The Twelve-Point Variety

Kellogg's Premier has more good points than any other variety. Here they are:

1. Extra Early—No worthwhile variety fruits earlier. High prices mean more profit.
2. Resists Frost—Very essential with an early variety. Frost hardly touches Kellogg's Premier.
3. Fruits Long—Nearly as late as most other varieties. Berries hold up well throughout the season.
4. Extra Large—Size attracts attention, buyers; big profits.
5. Well Shaped—See picture.
6. Solid—One of the best market varieties. Ships well for long distances.
7. Healthy—Seldom touched with disease. Foliage is tough, dark green, glistening and leathery.
8. Beautifully Colored—Red clear through. Buyer's delight.
9. Best for Preserving and Freezing—Retains shape and color.
10. Easy to Grow—Withstands drought, excess moisture, does well under all conditions.
11. Bi-Sexual—Does not require mating.
12. Delicious—A fine table berry. Makes customers come back again and again, bringing profits for you.

25 for \$1.55

50 for 2.40

100 for 3.85

POSTPAID

250 for \$7.95

500 for 11.95

1000 for 17.98

CUSTOMER PAYS SHIPPING CHARGES

See pages 18 and 19 for Ordering Instructions

R. M. KELLOGG COMPANY  
THREE RIVERS, MICHIGAN